



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/763,141	01/17/2002	Jin-Yong Joo	122990-05163075	3416
22429	7590	03/17/2008	EXAMINER	
LOWE HAUPTMAN HAM & BERNER, LLP			CARLSON, JEFFREY D	
1700 DIAGONAL ROAD			ART UNIT	PAPER NUMBER
SUITE 300			3622	
ALEXANDRIA, VA 22314				

MAIL DATE	DELIVERY MODE
03/17/2008	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Response to Amendment

1. The reply filed on 12/20/2007 is not fully responsive to the prior Office Action because of the following omission(s) or matter(s):

- Applicant has responded with a translation perfecting the foreign priority to 3/30/1999. However the priority document does not appear to fully support all of the presented claims. Therefore the claims that include the following unsupported features cannot enjoy the earlier benefit date and in turn require demonstrating prior support, cancellation, amendment or argument why the previous rejection was insufficient:
 - The feature of converting the advertisement from an inactive state to an active state to be included in the email (claims 1, 3). Page 2 lines 1-3 of the priority document describe activation of the advertisement subsequent to delivery, not before delivery.
 - The feature of inserting the advertisement in the ground of the email (claims 2, 4). The priority document describes insertion of the advertisement in the background of a chatting window, but is silent on insertion in the “ground” of an email.
 - The feature of a sender choosing kind, content and form of the advertisement (claim 5). The priority document describes choice between various ads, but not to the degree claimed.

- The feature of the advertisement including a gift certificate or free gift (claim 6). Page 13 line 25 describes a lottery ticket, but not the other claimed features.

See MPEP 714.02(b):

The reply by the applicant or patent owner must be reduced to a writing which distinctly and specifically points out the supposed errors in the examiner's action and must reply to every ground of objection and rejection in the prior Office action.

2. See 37 CFR 1.111. Since the above-mentioned reply appears to be *bona fide*, applicant is given **ONE (1) MONTH or THIRTY (30) DAYS** from the mailing date of this notice, whichever is longer, within which to supply the omission or correction in order to avoid abandonment. EXTENSIONS OF THIS TIME PERIOD MAY BE GRANTED UNDER 37 CFR 1.136(a).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jeffrey D. Carlson whose telephone number is 571-272-6716. The examiner can normally be reached on Monday-Fridays; off alternate Fridays.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Jeffrey D. Carlson/
Primary Examiner, Art Unit 3622

Jeffrey D. Carlson
Primary Examiner
Art Unit 3622